

# Growing together

**Secrets behind strong, mutually beneficial Retailer–Manufacturer relationships**



**ocado ads**

# I've spent over a decade working between Retailers and Suppliers, what's changed?



A **Convergence** of insights, category management and media

The growth of **Retail Media** has made things more complicated

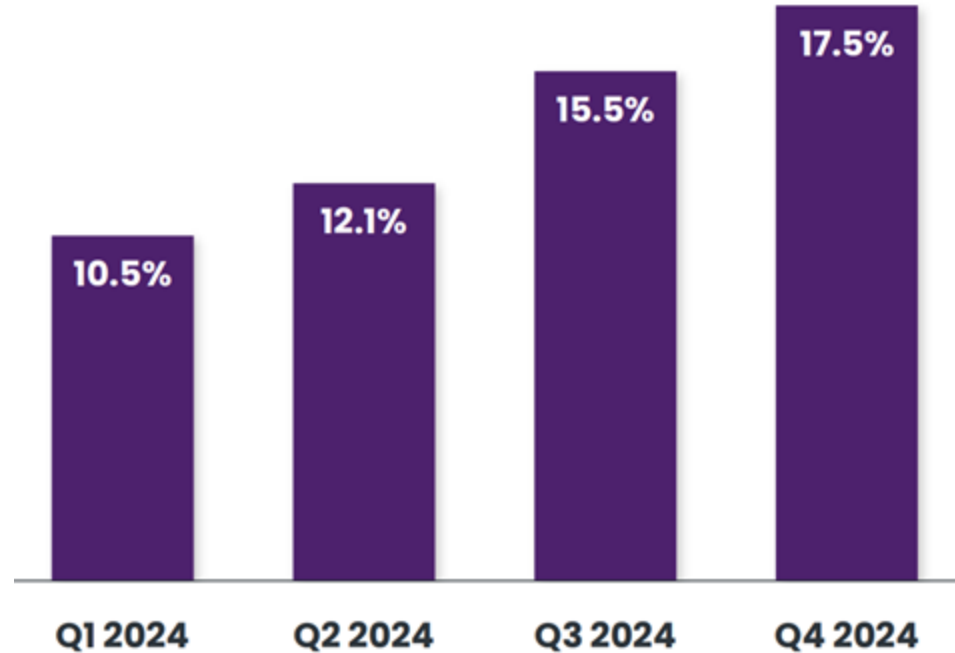
Added cost of new **Technology Advancements** has made it more expensive

# Our joint venture structure is Ocado's Secret Sauce





# We've had an extraordinary year of growth



## Growth driven by:

- Proposition improvements
- Active base growth
- Increased frequency with stable basket

**13%**

Online Market Share

**+14m**

Av monthly sessions

**1m+**

Active customers in the last 12 weeks

**+10%**

Growth each quarter in 2024

# What we are seeing? Marketing is changing. Retail is changing.

1

People are changing the way they shop

2

Retail Media Networks everywhere

3

Tool & Tech advancements

4

Media Agencies on the scene

5

Range rationalisation making NPD harder

6

1st party data importance

**Brands are finding it increasingly difficult to drive penetration and launch NPD**

# How we are trying to solve for better collaboration

## Barriers to better collaboration

- 1 Different data sets and versions of the "truth"
- 2 Speed of data to make fast decisions
- 3 Data in dashboards and not usable
- 4 Fragmentation of RMN's

## Solutions to better collaboration

- 1 Launched Beet by Ocado, a shared insight platform across Suppliers & Buyers
- 2 Data available the day after trade ends
- 3 New data collaboration products that allow direct access to query Ocado data & API's
- 4 Audiences available self-serve and within ad platforms

# How KC used Ocado 1st party data within their existing media buying work flows



## Andrex absorbs Ocado's retail data for real-time optimisations

Andrex understands the importance of innovation, especially when promoting its products. For this campaign, it put retail data to the test. The question was could it boost consideration and, ultimately, sales of its toilet tissue?

### RESULTS

**+112%**  
performance from  
optimisation

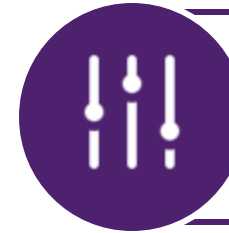
ROAS more than  
**5X**  
higher than target



### THE CHALLENGE

**Pairing retailer data with the brand for a more bespoke upper-funnel strategy**

For nearly 80 years, Andrex has been at the heart of British family life – even the Royal family. So how can a brand with a large and loyal customer base expand its audience and grow its business? That was the challenge facing Andrex's agency, PHD Media. And it's why the team was keen to leverage retail data to help increase consideration of the brand's toilet tissue products. While brands often partner with retailers to boost their product sales, PHD Media planned to use the retailer's data to find customers for Andrex in an off-site environment – in other words, away from the retailer's own website or app on the open web. This is where consumers spend most of their time – browsing content, shopping for bargains, watching TV shows and movies, listening to podcasts, and so on.



**Control over campaign execution**



**Leverage preferential rates in advertiser seat**



**Incorporate audiences to wider campaign**



# 95% of NPD fails with knowledge, insights and data being key to avoiding these pitfalls

**Lack of understanding of the target market and customer needs**

**Poor product design and quality**

**Inadequate market research and testing**

**Difficult to understand and use**

**Misaligned pricing and value**

**Poor product-market fit**

**Lack of innovation & differentiation**

**Mismanagement of risks and challenges**

# Ecommerce is a great test bed for optimising NPD

## Heinz using customer reviews to reformulate products through authentic reviews



28 August 2023 by [ellava](#)

just okay

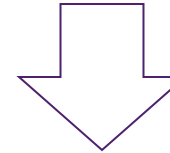
I really wanted to love this but found it's really salty, and I'm not salt shy by any means but it was abit overpowering for me and I didn't really get much other flavour coming through. not worth the price considering.



13 November 2023 by [Ftnwoke1](#)

Fab would buy again !

I was really excited to try this and had the opportunity to test for free thanks to influenster. I found it slightly on the salty side but adds a unique and interesting taste. I'd buy again



26 December 2024 by [Jools8](#)

Love it !

Lightly sprinkle over your avocado, either on toast or sliced- really gorgeous ! Now trying the rest of the range ..



21 October 2024 by [Dsharma](#)

Avocado topping

Wow wow wow . This topping is absolutely delicious . So flavoursome . It's perfect blend of spices along with tangy flavour. Packaging is so cute easy and air tight. Very versatile I just love it . Thank you influenster



Reformulated recipe



Star rating improvement  
(3.0 -> 4.5)

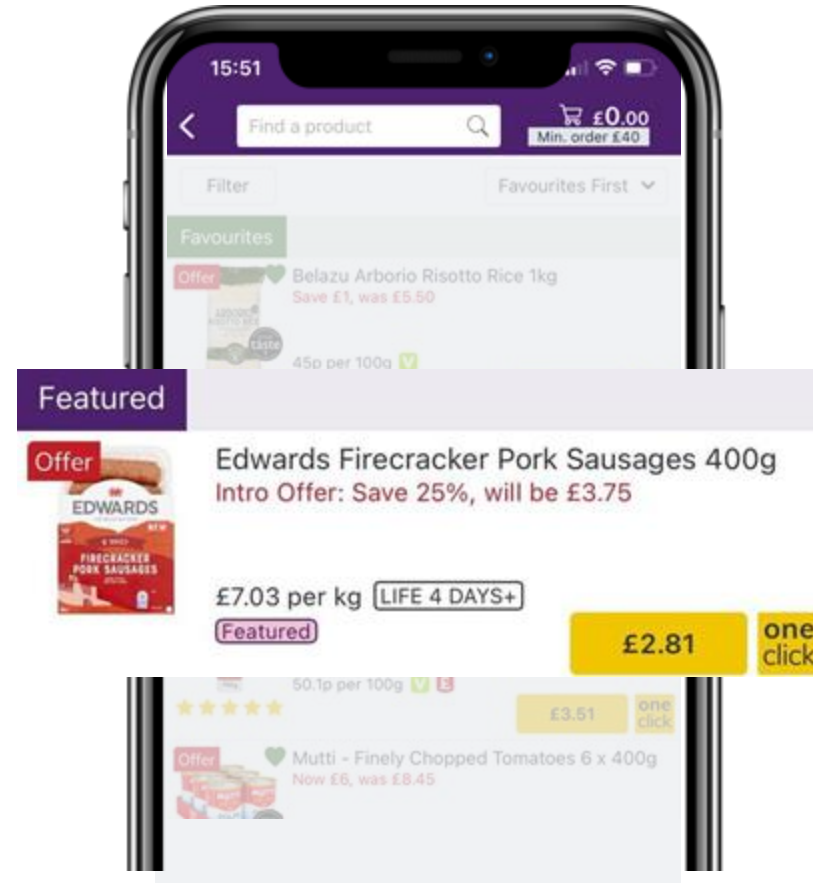
# And we've gone one step further by building a real life NPD simulator

**1. Test design & product listing**

**2. Deliver your NPD test volumes**

**3. NPD listed onsite for test community**

**4. Insights & data passback**



# Secrets to a successful Retailer / Supplier relationship

Understand each other's businesses

It's all about trust

Get s\*\*t done mentality